

What is claimed is:

- Sub A3*
1. A digital advertising method through a cellular telephone system which a displaying screen of a receiver (a person who receives a request call) is used as an advertising medium, where requested advertisements be broadcasted on said displaying screen of said receiver's cellular telephone.
 2. The digital advertising method through a cellular telephone system according to claim 1 wherein said advertisements are classified into respective categories, such as sports, shopping, and investing, among which pre-selected and approved categories' advertisements by the receiver are received on said displaying screen.
 3. The digital advertising method through a cellular telephone system according to claim 1 or claim 2 wherein emergency information is included in said classified advertisements.
 4. The digital advertising method through a cellular telephone system according to claim 1, furthermore, contents of said advertisements include transferred advertising data as well as advertiser's inquiry telephone number, data, and web site address.
 5. The digital advertising method through a cellular telephone system according to claim 4 wherein the transferred contents of advertisements are stored in a memory installed in said receiver cellular telephone.
 6. The digital advertising method through a cellular telephone system according to claim 5 wherein said stored contents of said advertisements are replayed on the screen of the cellular telephone by pushing predetermined function keys.
 7. The contents downloaded by a link to a web site are replayed not only on the screen of the cellular telephone, but also on the home audio/video devices.
- add A4*
ADD B1